



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

May 21, 2013

Mr. Samuel Unger, P.E.
Executive Officer
California Regional Water Quality Control Board – Los Angeles Region
320 West Fourth Street, Suite 200
Los Angeles CA 90013-2343

Dear Mr. Unger:

URBAN RUNOFF AND STORM WATER QUALITY PUBLIC EDUCATION PROGRAM

As you know, the Los Angeles County Board of Supervisors (Board) has been working for years with our cities and interested parties to formulate the Clean Water, Clean Beaches Measure – a salient piece of the puzzle to improve our storm water discharge into the ocean, and an essential measure to meet the mandates of the Clean Water Act and the Environmental Protection Agency consent decree.

On June 11, 2013, the Board will take up this measure and decide whether it is a property tax levy voted upon by property owners or a general tax voted upon by all County residents. In either case, there is a massive and urgent need to educate the public on all aspects of the storm water problem, the likely benefits of the Storm Water, Clean Beaches Measure, and the consequences for all our residents and businesses if we do nothing.

I am writing this letter at the direction of the Board who, on March 12, 2013, asked that we invite the Regional Water Quality Control Board to join with the Flood Control District, Los Angeles County and our cities to assume a direct role to help lead an effective public education campaign about our storm water pollution and the anticipated measures to reduce it. The Board believes that this is a natural and fundamental role for the Regional Water Quality Control Board, and looks forward to your participation in this collaborative effort. We understand the Regional Water Quality Control Board is already meeting with cities in Los Angeles County to review the requirements for the new permit, but we need more collaboration on outreach efforts throughout the County.

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The public, businesses, and our varied communities need to better understand that storm water pollution poses very significant risks to public health, that it impacts the quality of life for all County residents, and will have a growing impact on tourism and business in our region. We must develop and implement a multi-faceted public education campaign to outreach to our residents, our schools, our business communities, and we must do it by pooling resources and working in a collaborative manner if we are to succeed.

Please contact me at your earliest convenience so that we may discuss how the Regional Water Quality Control Board can contribute to the public education effort. Our Department of Public Works and the Flood Control District look forward to working with you in a team effort on this important campaign for the region's future.

Sincerely,



WILLIAM T FUJIOKA
Chief Executive Officer

WTF:RLR
DSP:os

- c: Supervisor Mark Ridley-Thomas, Chair and Second District
- Supervisor Gloria Molina, First District
- Supervisor Zev Yaroslavsky, Third District
- Supervisor Don Knabe, Fourth District
- Supervisor Michael D. Antonovich, Fifth District
- Sachi A. Hamai, Executive Office, Board of Supervisors
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